

**#Believe
InScience**



I-Corps@SFI Academy – Information Session

Science Foundation Ireland

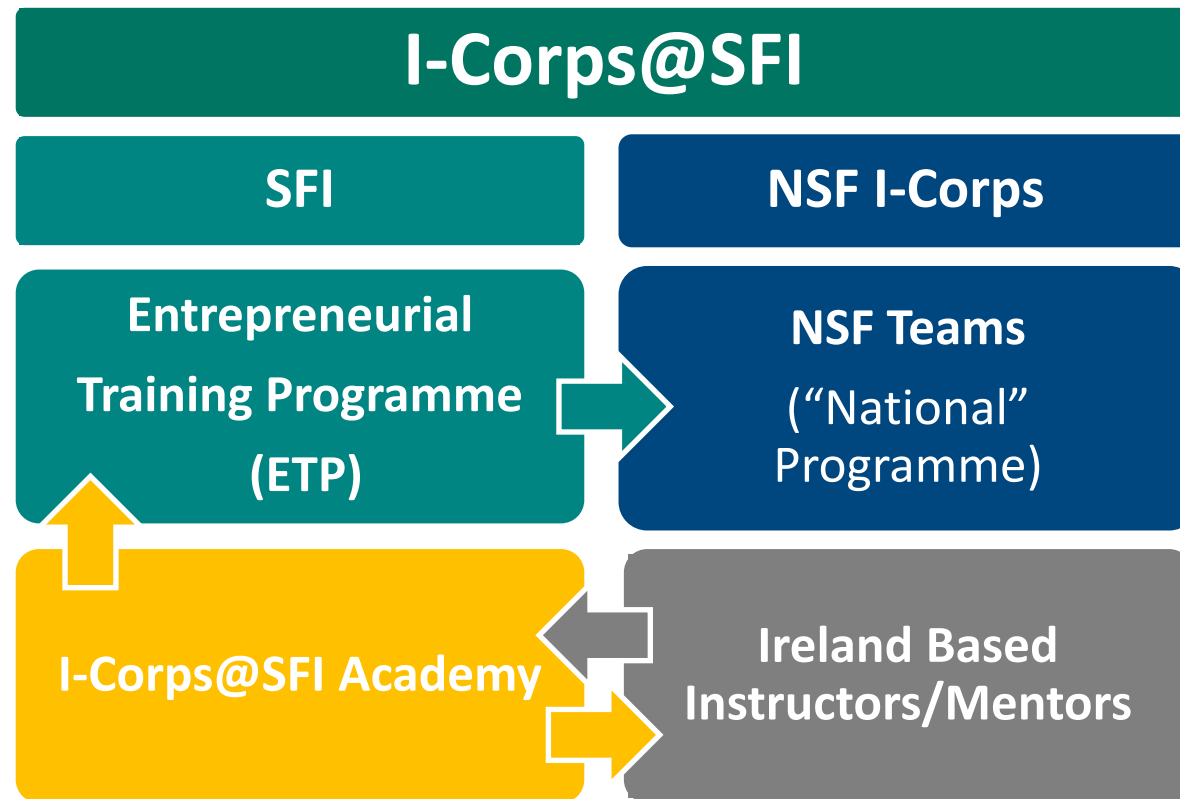
For What's Next

Stephen O'Driscoll, I-Corps@SFI Lead

Friday, 18th February, 2022

I-Corps@SFI Academy

What is I-Corps@SFI?



I-Corps@SFI Academy

The NSF Innovation-Corps (NSF I-Corps)

- In 2011, the US National Science Foundation asked Steve Blank to create an entrepreneurship programme for scientists and engineers.
- The NSF I-Corps methodology (EBE) was created.



Steve Blank



I-CORPS BY THE NUMBERS, 2012-2020*



5800

Individuals trained



1900

Teams trained



1280

Universities, colleges, institutions & organizations represented

RESULTING IN:

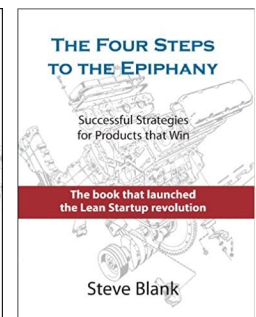
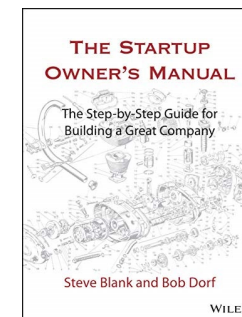


1000+
Startups



\$760 MILLION+
Follow-on funding raised since program inception

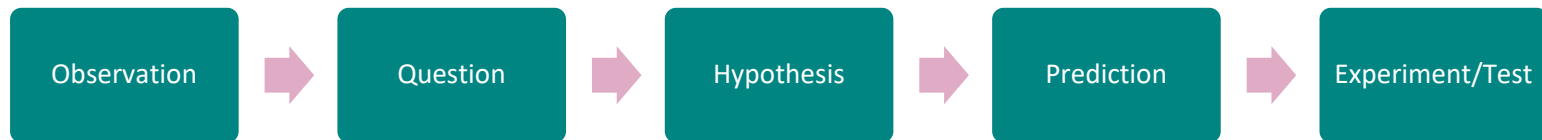
*These data consists of all the cohorts as well as teams that have completed the NSF I-Corps program between FY 2012 (the inception of the program) and FY 2020.



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What is Evidence-Based Entrepreneurship?

- **Entrepreneurship** – **attitude, skills** and **mindset** to realise opportunities for value and impact.
- **Scientific Method** (... is not unique to science!)



- Evidence-based entrepreneurship:
 - **applies the scientific method** (with some minor changes) to the **discovery and creation of value and impact opportunities**.
 - involves developing hypotheses, making predictions and conducting experiments on **how you and your ideas/technologies can create value for others**.

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Why Many Ideas Fail



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Problem-Solution Fit

Problem-Solution Fit

Evidence that **problem exists and someone (*potential customer*) cares about solving it.**

Early value proposition designed.

Not yet clear that someone cares enough about the value prop to buy a product.

Product-Market Fit

Evidence that value proposition can create value for customers by addressing their needs.

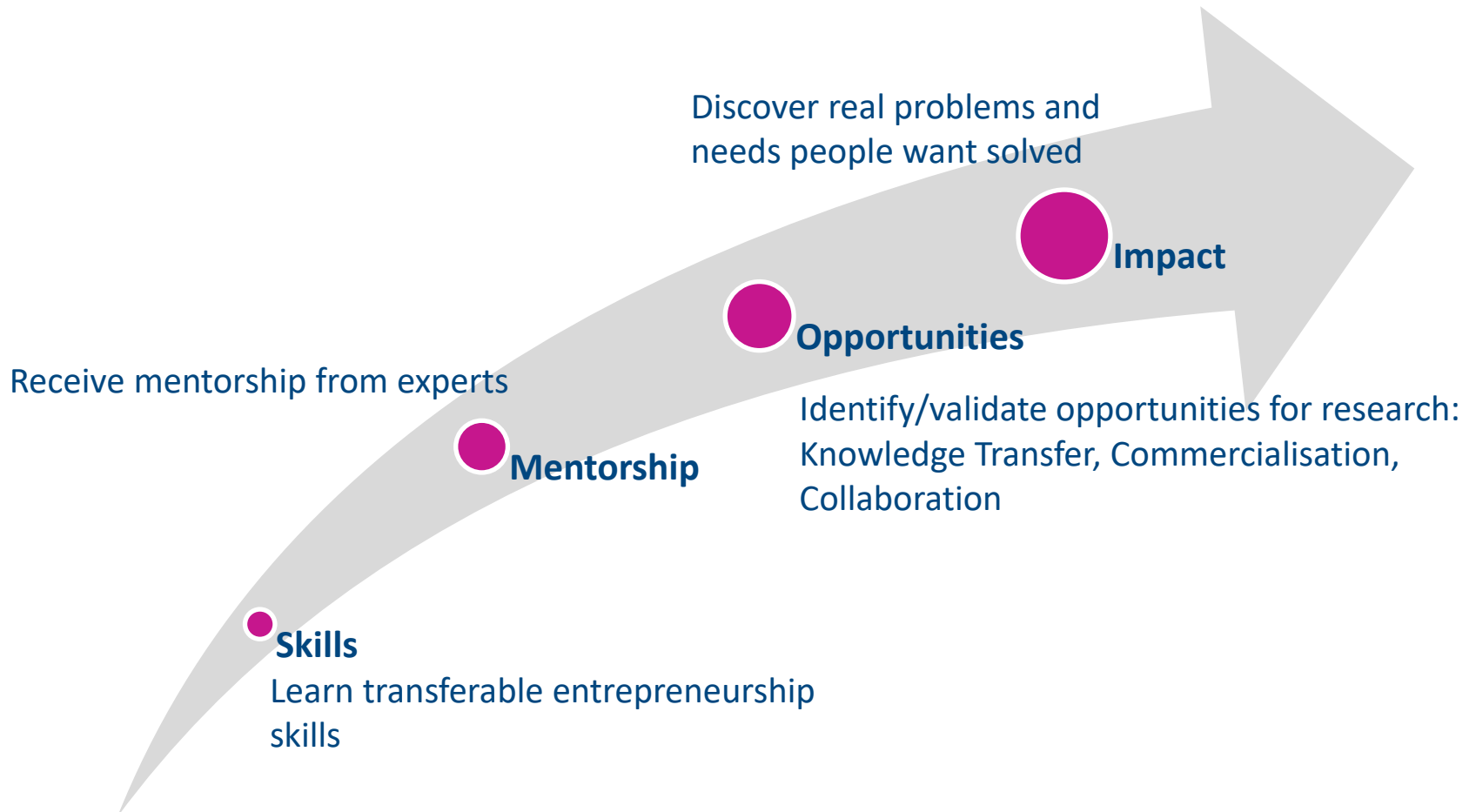
Business Model Fit

Evidence that value proposition is embedded in a profitable and scalable business model.

Startup - Investor Fit

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Why Apply? - Researchers



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Lead Instructors



Keith McGregor

Executive Director and Lead Instructor, I-Corps South Node
Executive Director, Georgia Tech's VentureLab
Member of the NSF I-Corps curriculum committee



Melissa Heffner

Programme Director, Georgia Tech's VentureLab
NSF I-Corps Instructor



Sara Martin Henderson

Programme Director, Georgia Tech's VentureLab
NSF I-Corps Instructor

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Who Can Apply? - Teams

- Teams comprising **2 researchers**.
- **All career stages** - independent investigator, postgraduate or postdoctoral career stage.
- Both **researchers must be based at an eligible RPO**. However, both researchers do not need to be based at the same RPO, nor do both researchers need to be at the same career stage.
- Team must be working on a **technical innovation based on STEM research**.
- **Ambition** to translate their work for impact.
- Both researchers must work on the **same problem** during training.

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Cohort-Based Training

- Academy employs **cohort-based model** in training.
- Training comprises:
 - **Class-time** – Participants attend online sessions where instructors provide training in methodology and other related areas.
 - **Experiential Learning**– Teams undertake real-world discovery and validation activities guided by the lead instructors and mentors (office hours).
 - **Reporting** – Teams report back on their learnings and insights.
- Cohort model allows learning from collective experience.

I-Corps@SFI Academy Schedule

Week	Day	Date	Time	Duration	Activities
1	1	08/03/2022	13:00-17:00	4	Class-time
	2	09/03/2022	13:00-17:00	4	Class-time
	3	10/03/2022	13:00-17:00	4	Class-time
2	1	15/03/2022	13:00-17:00	4	Reporting
3	1	22/03/2022	15:00-17:00	2	Office Hours
4	1	29/03/2022	13:00-17:00	4	Reporting
5	1	05/04/2022	15:00-17:00	2	Office Hours
6	1	12/04/2022	13:00-17:00	4	Class-time
	2	13/04/2022	13:00-17:00	4	Class-time

*Office Hours can be scheduled with lead instructors during times above but with local instructors/mentors at any time.

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Application Process

- Applications submitted via link in call notification document - <https://www.sfi.ie/funding/funding-calls/i-corps@sfi-academy/>
- Application Comprises:
 - **Team Member Info:** Name, Email, RPO etc.
 - **Description of Problem:** High-level description of the problem to be solved. What evidence is there that this is a problem? Why is it worth solving?
 - **TTO Sign-Off:** Name, Email, RPO, Declaration.
- Complete form together with TTO if possible.
- Do not provide any detail on a proposed solution (No confidential information should be included).
- Application Deadline: **March 2nd 2022, 13:00 Dublin Local Time**